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# SYNLETT

## Editorial



### The Editorial Office Team

From left to right:

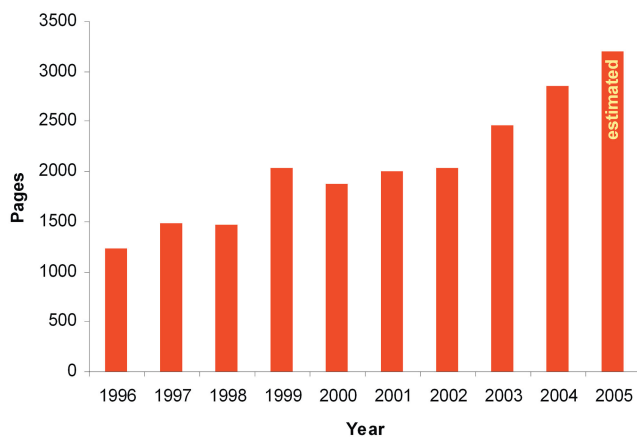
Selena Boothroyd (editorial), Herbert Krieg (production),  
Susanne Haak (management), Thomas Loop (production),  
Sabine Heller (administration)

### Dear Readers and Authors,

„Alles neu macht der Mai“ (May makes everything anew) – this popular German proverb applies to **SYNLETT** already at the beginning of the new year of 2005. From now on, **SYNLETT** will feature a new cover. We hope that it will make the journal even more recognizable as an important part of the Thieme Chemistry product family, not only with respect to its content, but also visually. The characteristic red color associated with **SYNLETT** will live on in the oversize issue numbers on each cover.

Looking back at last year's achievements, we are encouraged to look forward to the implementation of our plans for 2005. Yet again, the number of published pages in **SYNLETT** has increased tremendously by almost 400 pages (16%), compared to 2003, while we maintained our overall rejection rate.

Inspection of Figure 1 shows that the number of pages per year has more than doubled during the past 10 years, rising particularly steeply during the past three years. The steadily rising number of manuscript submissions has led to our decision to increase the publication frequency in 2005 from 15 to 20 issues.

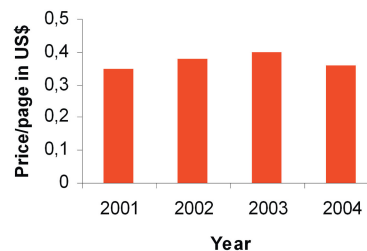


**Figure 1** Trend in the number of published pages per year

Manuscripts from all five continents were published in 2004, underlining the truly international character of **SYNLETT**. Contributions from Asia, in a spectacular manner from China (60% increase), have seen the largest upward trend!

The implementation of completely electronic workflows for manuscript processing in the publishing house has led to a significant reduction in publication times. The current value is 80 days from submission to online publication. Furthermore, because of the introduction of **e•First** – our advance online publication platform on Thieme-connect – almost all articles are now published in advance of their print publication, often a few weeks before. As in previous years, we have observed an increased number of visits to the online version of **SYNLETT**, currently at 63,000 per month. Furthermore, the high interest in all additional information about our journals is reflected in a 20% increase of visits to the journals' Web sites on [www.thieme-chemistry.com](http://www.thieme-chemistry.com). Here, for example, authors find the tools and information they need to compile their manuscripts: our user-friendly Word-based template, the updated Instructions for Authors, the recently extended lists of key words and abbreviations, as well as all contact details of the Editorial Board members and the Editorial Office staff. Direct links guide our readers to every single issue ever published as well as to the current list of **e•First** articles on Thieme-connect. In addition, through an exclusive service to our authors, called Look-First, they are informed about the content of upcoming issues. Just before the end of last year, we updated the Synthesis Reviews database, now covering 18,094 literature references through mid-2004.

While the publication process has been enhanced, with the help of electronic tools, the heightened demand regarding the technical quality of each manuscript has made the development of new processing tools necessary. Despite these pressures and the increased publication volume, there was no significant change in the price per page in **SYNLETT** (see Figure 2). We made the information in the journal available for nearly the same price over the last four years while constantly improving the service to our authors and readers.



**Figure 2** Price per page over the last four years

As a measure of the quality of published research, **SYNLETT** remains one of the Top 3 journals for communications in organic chemistry, with an (again) improved impact factor of 2.74. Our aim is to continue the successful story of **SYNLETT**, in order to serve both our international authorship as well as our readers as best as possible. Highlights in the 2005 program of the journal will be three new **SYNLETT** Clusters: on Bioorganic Chemistry, on Cross Coupling, and on Brønsted Acid Catalysis. The Cluster section started off at the end of 2003 and is the ideal forum from which to highlight “hot” topics in synthetic organic chemistry to the chemical community. Other regular sections of our journal, including Accounts and Spotlights, will also contribute to maintain the quality and success of **SYNLETT**.

Many changes and advances will take place in 2005, but the aim of the Editorial Board members as well as the Editorial Office team is to continuously serve our authors and readers in the same personalized, efficient, and friendly manner as in the past. Our foundations to fulfill these objectives are an easy manuscript submission process, short publication times, a high impact factor, and fair pricing for the journals content.

On behalf of all Editorial Board members and the staff of the Editorial Office in Stuttgart, I thank you for your continued support and send you my best wishes for a successful, peaceful and happy New Year!

Susanne Haak, Managing Editor  
January 2005